



**Years ago people
thought the cigarette holder
was a pretty good idea.**

It still is.

*The cigarette holder. A symbol of elegance.
And yet so practical.*

It kept the cigarette away from your lips.

This same principle is true of our Parliament.

The filter's tucked back inside a less outer shell.

Away from your lips.

Which means you taste Parliament's good, clean flavor.

Not its filter.

The cigarette holder is still a good idea.

*We just brought it up to date.
In King Size and Charcoal 100's.*



Parliament.
It works like a
cigarette holder
works.

King, 16 mg. "tar", 1.1 mg. nicotine—av. per cigarette. Charcoal 100's, 12 mg. nicotine av. per cigarette. © 1975, R.J.R. Inc.

